



0 128 481
A2

EUROPEAN PATENT APPLICATION

⑤ Int. Cl.³: **H 04 N 7/00**

②② Date of filing: 01.06.84

Applicant: **ADTEL PRODUCTS INC., 140 Dearborn,
Chicago Illinois 60603 (US)**
Applicant: **PEAC TECHNOLOGIES, INC., 140 Dearborn,
Chicago Illinois 60603 (US)**

72 Inventor: Nickerson, Rand Bayman, 95 Meadowcliffe Drive, Scarborough Ontario M1M 2X8 (CA)
Inventor: Welsh, Russell James, 76 Ferris Road, Toronto Ontario M4B 1G4 (CA)

⑦ Representative: UEXKÜLL & STOLBERG Patentanwälte,
Beselerstrasse 4, D-2000 Hamburg 52 (DE)

57) A data storage and transmission system is provided for accumulating and transmitting data from a plurality of remote T.V. panelist locations to a central location. Each remote unit includes a microprocessor, a control memory, and a data store memory. The control memory stores control information for the remote unit, which may include dynamic allocation information. The data store memory is event driven and stores data as to television channel selection and times thereof, and can store viewer reaction data and the like. At a preselected time, each remote unit initiates a telephone call to a central location and identifies itself. Upon successful telephone connection between a remote unit and the central location, any data such as viewer habit and/or reaction data and the like contained in the data store memory is transmitted over the telephone line to the central location.

